

REP HEADLINE# 6387273  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 703 528 7880  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* OCT23/12 10.48  
 \*\*\* WDCW-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/T KAINE/DSCC/D/SEN/VA  
 AGY # \_\_\_\_\_ AGY. NAME MEDIA STRATEGIES & RESEARCH  
11350 RANDOM HILLS ROAD, SUITE 670  
FAIRFAX, VA 22030

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 BUYER NAME ART MORAN  
 SALES PRSN WA- DAVE CLARK

ORDER # \_\_\_\_\_ CONTRACT # 6387273  
 PRDCT TIM KAINE/DSCC EST#\*\*\*\* COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT29/12 NOV6/12 WK-2

CLASS: NATL. LOCAL REGIONAL

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

DATE OCT23/12 10.48

REP: TO: NSA WDCW  
 FROM: GREG  
 RATES ON LNS 1-2 REVISED  
 REVISED TOTAL \$3950  
 THX PLS CFM, 10/23/12

*Rev.*

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =

AGENCY EST# = 12708

1	R		700P-730P	30		\$750.00	10/31	11/2	2		W-F	2
PROGRAM : 2.5 MEN												
2	R		700P-730P	30		\$750.00	11/5	11/5	1		MON	1
PROGRAM : 2.5 MEN												

NOV/12 \$3,950.00

CONTRACT TOTAL \$3,950.00  
 TOTAL SPOTS 5



Station Buy Detail  
Washington, DC, TV

Eat ID: 1x

**Client:** DSCC-Kaine for Senate

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

**WDCW-TV**

Program Name	DP	Length	Days	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Two & Half Men	PA	M-F		\$750.00			1		1			1		3
7:00 PM - 7:30 PM		30		\$2,250.00										
Sold Out: Lowest Rate to Clear Per WDCW														
Two & Half Men	PA	M-F		\$850.00	1			1						2
7:30 PM - 8:00 PM		30		\$1,700.00										
Sold Out: Lowest Rate to Clear Per WDCW														
Station Totals				\$3,950.00	1		1	1	1			1		5
Station Net				\$3,357.50										

**Media Strategies and Research**

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WDCW-TV

Art Moran

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